

Message Text

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46

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 COME-00 USIE-00 CU-02 CIAE-00

INR-05 NSAE-00 RSC-01 CAB-02 DODE-00 DOTE-00 FAA-00

L-02 PA-01 PRS-01 SP-02 /036 W
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R 201541Z DEC 74

FM AMEMBASSY THE HAGUE

TO SECSTATE WASHDC 4904

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FOR DEPARTMENT (EB-LAKAS), USIA (NOVICK) USDOC

E.O. 11652: N/A

TAGS: EAIR, BEXP, USTS, NL, US

SUBJ: PROMOTION OF TOURIST TRAFFIC TO UNITED STATES

1. THE BINATIONAL NETHERLANDS AMERICAN INSTITUTE (NAI) IS TAKING COMMENDABLE INITIATIVE IN ESTABLISHING AN NAI BOOTH IN AMSTERDAM FOR PROMOTING DUTCH TOURIST TRAVEL TO THE US. BOOTH IS TO BE STAFFED BY VOLUNTEER AMERICAN LADIES OFFERING TOURIST INFORMATION ABOUT US AND AS A RESULT OF FREE SPACE OFFER BY KLM (AS AN NAI DONOR) WILL BE SITUATED IN THE AMSTERDAM AIRPORT BUS TERMINAL WHICH KLM RENTS FROM MUNICIPALITY AND MANAGES AND WHICH IS CONSIDERED A PRIME SITE BECAUSE OF ITS HEAVY TRAVELER TRAFFIC AND LOCATION ACROSS THE STREET FROM THE AMERICAN CONSULATE GENERAL IN AMSTERDAM. BOOTH WOULD BE AN NAI FACILITY WITHOUT ANY KLM OR OTHER COMPANY IDENTIFICATION AND TRAVEL LEADS RESULTING FROM THE SERVICES OFFERED WOULD BE FREELY AVAILABLE ON AN EQUAL ACCESS BASIS TO PANAM, KLM AND ALL OTHER CHARTER MEMBERS OF THE VISIT AMERICAN FOUNDATION (SEE HAGUE A-185), OCTOBER 2, 1974). WHILE EMBASSY DISCUSSED PROJECT AT OUTSET WITH LOCAL PANAM MANAGER AND HE HAD THEN DECIDED TO SUPPORT IT AND ITS LOCATION (INCLUDING TOKEN FINANCIAL AND OTHER ASSISTANCE), HE HAS NOW HAD SECOND THOUGHTS AS TO ITS DESIRABILITY AT THIS

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SITE AT THIS TIME AND IS SEEKING TO DISENGAGE OR AT LEAST

AVOID DIRECT ASSOCIATION WITH IT (WHILE PRESUMABLY HOPING TO RESERVE THE RIGHT OF ACCESS TO INFORMATION DEVELOPED) UNTIL THERE IS A CLEARER PICTURE AS TO STATUS OF CAB-GON CAPACITY NEGOTIATIONS.

2. EMBASSY/USIS BELIEVE NAI TOURIST PROMOTION PROGRAM, WHICH LOOKS TOWARD A FORMAL OPENING OF TRAVEL BOOTH IN SECOND HALF OF JANUARY, MERITS PROMOTIONAL SUPPORT OF BOTH COMMERCIAL AND INFORMATION SECTIONS OF EMBASSY IN INTEREST OF PROMOTING DUTCH TOURIST TRAVEL TO US AND TO FURTHER PUBLICIZE ACTIVITIES OF NAI. GIVEN PANAM'S INITIAL CONCURRENCE, WE HAVE BEEN ACTIVELY ASSISTING AND ENCOURAGING THE PROJECT FOR FOREGOING REASONS PLUS DESIRE TO AVOID POSSIBILITY KLM MAY DECIDE TO GO IT ALONE WITH CONSEQUENT LOSS TO US AND FOUNDATION MEMBERS (INCLUDING PANAM) OF EQUAL ACCESS TO SALES PROSPECTS DEVELOPED AT THE BOOTH. FOR EXAMPLE, UNDERSTANDING FROM BEGINNING WITH NAI HAS BEEN THAT TOURIST INFORMATION SERVICE OPERATED AT EMBAASY (WHICH WE HAVE LONG WANTED TO SHIFT TO SOME OUTSIDE ORGANIZATION) WOULD BE DISCONTINUED AND MATERIALS TRANSFERRED TO THE AMSTERDAM FACILITY. SHOULD ALSO BE NOTED NAI HAS THUS FAR SPENT ABOUT 1,200 ON BOOTH DESIGN AND PREPARATION. HOWEVER, BECAUSE OF PANAM'S CURRENT RELUCTANCE, WE NOW FEEL CONSTRAINED TO PROVIDE EMBASSY/USIS ASSISTANCE ONLY AT A NOMINAL LEVEL FOR THE TIME BEING.

3. ACTION REQUESTED: WE WOULD WELCOME APPROPRIATE GUIDANCE FROM DEPARTMENT AND USIA ON EXTENT TO WHICH WE SHOULD ASSIST THE NAI INITIATIVE UNDER THE FOREGOING CIRCUMSTANCES. GOULD

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